

APPENDIX: CLEAN VERSION OF AMENDED CLAIMS

1. (Twice amended) A method comprising the steps of:
maintaining a database of personal information relating to a consumer, the personal information having been previously provided by the consumer and including consumer-identified preferred providers;

receiving a request initiated by the consumer and transmitted over a global communication network to a system;

selecting, responsive to the received request initiated by the consumer and based upon the personal information relating to thereto in the database, at least one name of at least one provider; and

forwarding the selected at least one name of the at least one provider from said system to said consumer, wherein said consumer is subsequently capable of choosing a provider from the selected at least one provider to communicate therewith.

1 2. (Amended) The method of Claim 1, wherein said request
2 initiated by the consumer includes a domain name associated
3 with a plurality of domain names each of which includes a
4 common domain name element, said domain name identifying
5 goods/services without identifying a specific provider thereof,
6 said common domain name element is in the form
7 INEEDSUBJECT.XXX, where "SUBJECT" is a consumer-selected
8 subject matter object and "XXX" is a consumer-selected, top-
9 level extension of the domain name.

1 8. (Amended) The method of Claim 1, wherein said consumer-
2 provided personal information relating to the consumer includes
3 personal preferences, payment instructions and privacy
4 instructions.

1 10. (Amended) The method of Claim 1, wherein said personal
2 information relating to the consumer includes privacy
3 instructions submitted by the consumer, and the method further
4 comprises enabling the consumer to purchase the goods or
5 services offered by said at least one provider chosen by the
6 consumer, the purchase being in accordance with the privacy
7 instructions submitted by said consumer.

1 12. (Amended) The method of Claim 1, wherein said step of
2 operating further includes the step of enabling said consumer
3 to purchase the goods or services of the chosen provider in
4 accordance with payment instructions submitted by said consumer
5 and stored within said database.

1 14. (Amended) The method of Claim 8, wherein said payment
2 instructions include instructions to complete transactions
3 using a card number of the system and rebill said consumer for
4 said complete transactions.

1 18. (Twice amended) A system comprising:
2 a database for storing consumer-provided information
3 associated with a consumer, the information including consumer-
4 identified preferred providers; and

5 a server for receiving a request initiated by said
6 consumer and transmitted over a global communication network,
7 said server further including:

8 a module for selecting, responsive to the received
9 request and based upon said information associated with
10 said consumer and stored in the database, at least one
11 name of at least one provider; and

12 a controller for forwarding the selected at least one
13 name of the at least one provider to said consumer,
14 wherein said consumer is then capable of choosing a
15 provider from the selected at least one provider to
16 communicate and, optionally, complete a business
17 transaction therewith.

1 20. (Amended) The system of Claim 18, wherein said
2 request includes a domain name associated with a plurality of
3 domain names each of which includes a common domain name
4 element, and said common domain name element is represented as
5 INEEDSUBJECT.XXX, where "SUBJECT" is a subject matter object
6 and "XXX" is a top-level extension for the domain name.

1 21. (Amended) The system of Claim 18, wherein said module
2 is operable to select the at least one name of the at least one
3 provider using one or a combination of subject matter
4 information, demographic information and geographic information
5 associated with said consumer and stored in said database.

1 25. (Twice amended) A method for providing a consumer with
2 a customized presentation containing the names of various

3 providers of goods and services that are selected, said method
4 comprising the steps of:

5 storing, within an intermediary system, consumer-provided
6 information associated with said consumer, the information
7 including consumer-identified preferred providers;

8 receiving a request initiated by said consumer and
9 transmitted over a global communication network to said
10 intermediary system;

11 selecting, responsive to the received request and based
12 upon said information associated with said consumer and stored
13 in said intermediary system, at least one name of at least one
14 provider];

15 forwarding the selected at least one name of the at least
16 one provider within a customized presentation to said consumer,
17 wherein said consumer is then capable of choosing a provider
18 from the selected at least one provider to communicate and,
19 optionally, transact business therewith; and

20 operating, within said intermediary system, as an
21 intermediary between said consumer and said chosen provider.

1 26. (Amended) The method of Claim 25, where said step of
2 operating further includes the steps of:

3 enabling said consumer to identify the goods or services
4 offered by said chosen provider in accordance with privacy
5 instructions submitted by said consumer and stored within said
6 intermediary system;

7 enabling said consumer to select for purchase said goods
8 or services of said chosen provider using one or more criteria
9 for same; and

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10 enabling said consumer to purchase said goods or services
11 of the chosen provider in accordance with payment instructions
12 submitted by said consumer and stored within said intermediary
system.